

Message Text

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10

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
----- 105281

R 050306Z JAN 76

FM AMEMBASSY SEOUL

TO USDOC WASHDC

INFO SECSTATE WASHDC 4771

AMEMBASSY TOKYO

AMEMBASSY TAIPEI

AMEMBASSY MANILA

AMEMBASSY SINGAPORE

AMEMBASSY HONGKONG

AMEMBASSY BANGKOK

AMEMBASSY KUALA LUMPUR

AMCONSUL SYDNEY

AMCONSUL OSAKA KOBE

UNCLAS SEOUL 0013

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: PRODUCT MARKETING SERVICE OFFERED BY U.S. TRADE CENTERS

REF: STATE 297149

1. WE NOTE WITH QUIET SATISFACTION THAT PRODUCT MARKETING SERVICE NOW ORDERED FOR IMPLEMENTATION BY TRADE CENTERS IS ESSENTIALLY SAME AS SERVICE OFFERED BY SEOUL TRADE PROMOTION FACILITY FOR PAST YEAR AND A HALF UNDER GENERIC TITLE OF REPFIND.

2. MANY U.S. FIRMS MAINTAIN REGIONAL SALES MANAGERS AT ADDRESSEE POSTS. THESE REGIONAL REPS ARE AT LEAST AS LIKEKY TO TAKE INITIATIVE TO USE PRODUCT MARKETING SERVICE AS ARE HOME OFFICES. THEREFORE WE WOULD BE MOST APPRECIATIVE IF ADDRESSEE POSTS, BOTH COMSECS AND TRADE CENTERS, COULD MENTION AVAILABILITY OF BOTH PMS AND REPFIND SERVICE TO REGIONAL SALES REPS PLANNING TRIPS TO SEOUL.

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3. FOR COMMERCE: INASMUCH AS SEOUL TRADE CENTER IS STATE-FUNDED FACILITY WE ACCEPT CASH CONTRIBUTIONS FROM REPFIND CUSTOMERS WHICH ARE DEPOSITED INTO POST SPECIAL DEPOSIT ACCOUNTS TO COVER SECRETARIAL AND HOSPITALITY EXPENSES INCURRED DIRECTLY IN THEIR BEHALF AS WELL AS MISCELLANEOUS OPERATING EXPENSES. EMBASSY REQUESTS CLARIFICATION AS TO HOW FUNDS GENERATED FROM PMS PARTICIPANTS WILL BE MADE AVAILABLE TO EMBASSY.

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Disposition Authority: n/a
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